

## **Moonpig announces partnership with Virgin Wines launching their biggest ever wine collection**

*First of its kind partnership includes a number of exclusives along with customer favourites*

<https://www.moonpig.com/uk/gifts/alcohol/virgin-wines/>



**London, 17 September 2021** – Moonpig, the UK's leading online greeting card and gifting platform has announced the launch of its biggest ever wine collection in partnership with Virgin Wines, as part of their ever expanding gifting proposition. The range consists of 32 products initially, with individual bottles, wine selections (6 bottles in a box), stunning gift boxes as well as eight exclusives.

The Virgin Wines partnership is the first of its kind 'shop in a shop' launch at Moonpig. Wine aficionados and anyone looking for the perfect gift are guided to a specific Virgin Wines area on the site where they can browse a highly curated range, selected in partnership with Virgin Wines. The selection offers something for everyone, starting at an entry level price point, going all the way to luxury gift sets and cases for those looking to impress.

*"We partnered with Virgin Wines, a well known authority in wines, to help us curate a range we know will satisfy all of our customers. The range consists only of the*

*best reviewed customer favourites and wine connoisseur recommendations, so our customers can trust that any wine they buy with us will be the best quality and deliver with a bang. – said David Rimmer, Commercial Director at Moonpig. “This new range, matched with our unparalleled selection of 27,000 card designs – including designs from our own in-house team as well as independent publishers and designers – makes Moonpig a real one stop shop for any gifting occasion.”*

**Jay Wright, CEO at Virgin Wines commented:** *“We’ve long admired Moonpig and are delighted to be working with them on this exciting and innovative partnership. Both businesses are committed to delighting customers with outstanding quality and value and we are sure this beautifully packaged range will prove to be extremely popular. We are looking forward to a long and successful relationship with the whole Moonpig team”*

The first list of exclusive products include a Fincas del Sur Malbec in Wooden Gift Box, an Italian Superstar Wines Gift Set (6 bottles), a Château Dame de Montrose Saint-Estèphe in a elegant leatherette gift box packaged with accessories, along with a French Red Duo, an Aussie Wine Duo, a Bordeaux & Rhone Red Wine Trio, and a French Wine Trio packaged in beautiful wooden boxes. Not to mention the Aussie gift sets that are a real treat for any occasion, from birthdays to just-because!

The full range is available on Moonpig here:

<https://www.moonpig.com/uk/gifts/alcohol/virgin-wines/>

Moonpig offers a unique gifting experience that is not only always extra special for the recipient, but also convenient for the sender with the latest cut off times (9pm) for same day dispatch and an easy to use app with reminders that ensures no important occasion is ever missed again.